

**WBRC**  
**EEO PUBLIC FILE REPORT**  
**December 1, 2020 – November 30, 2021**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Digital Sales Manager	22, 23, 25, 26, 27	27
Videojournalist	10-12, 14-20, 22, 23, 25, 26, 28	28
Videojournalist	10-12, 14-20, 22, 23, 25, 26, 28	28
Chief Meteorologist	10-23, 25, 26, 29	29
Assistant News Director	10-23, 25, 26, 29	29
Producer	10-23, 25, 26, 29	29
Executive Producer	1-19, 21-23, 25, 29	29
Sports Reporter	1, 10-23, 25, 26, 28	28
Meteorologist	1-23, 25, 26, 29	29
Technical Media Producer	1-23, 25, 26, 28	28

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	Alabama State University Ella Tucker, 915 South Jackson Street, Montgomery, AL 36101 334-229-4156 and <a href="http://www.handshake.com">www.handshake.com</a>	N	
2	Faulkner University Mattie C. Ottinger, 5345 Atlanta Hwy., Montgomery, AL 36109 334-386-7512	N	
3	Jefferson State Community College Dr. Tamara Payne, JC/LWH 216, Birmingham, AL 35242 205-856-8588	N	
4	Lawson State Community College Ms. Akiliah Haley, 3060 Wilson Rd SW, Birmingham, AL 35211 205-929-3514	N	
5	Samford University Heather Averett, Ralph W. Beeson University Center, Room 205, 800 Lakeshore Dr, Birmingham, AL 35229 205-726-2980	N	
6	Talladega College Career Service, 627 West Battle St, Seymour Hall-115, Talladega, AL 35160 256-761-6274	N	
7	UAB Department of Communication Studies Leigh-Ann Doss, 1400 University Blvd, HH302, Birmingham, AL 35294 205-934-3877	N	
8	NAACP – Metro Birmingham Branch 1520 4 <sup>th</sup> Ave N, Birmingham, AL 35203	N	
9	Birmingham Association of Black Journalist PO Box 10023, Birmingham, AL 35202	N	
10	Alabama A&M University <a href="http://www.handshake.com">www.handshake.com</a>	N	
11	Auburn University <a href="http://www.handshake.com">www.handshake.com</a>	N	
12	Birmingham Southern College <a href="http://www.handshake.com">www.handshake.com</a>	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	Jacksonville State University <a href="http://www.handshake.com">www.handshake.com</a>	N	
14	Troy State University <a href="http://www.handshake.com">www.handshake.com</a>	N	
15	University of Alabama <a href="http://www.hanshake.com">www.hanshake.com</a>	N	
16	University of Alabama Birmingham <a href="http://www.hanshake.com">www.hanshake.com</a>	N	
17	University of Alabama Huntsville <a href="http://www.handshake.com">www.handshake.com</a>	N	
18	University of Mississippi <a href="http://www.handshake.com">www.handshake.com</a>	N	
19	University of Southern Mississippi <a href="http://www.handshake.com">www.handshake.com</a>	N	
20	Alabama Broadcasters Association <a href="http://www.al-ba.com">www.al-ba.com</a>	N	
21	Alabama Works <a href="https://alabamaworks.alabama.gov/">https://alabamaworks.alabama.gov/</a>	N	
22	WBRC on-air advertisement Felicia Rylee; <a href="mailto:frylee@wbrc.com">frylee@wbrc.com</a>	N	
23	WBRC/ Gray Television Career Websites <a href="http://www.wbrc.com">www.wbrc.com</a> ; <a href="http://www.gray.tv/careers">www.gray.tv/careers</a>	N	4
24	WBRC Social Media Pages Jenna Wood - Facebook, Twitter, Instagram	N	
25	TV Jobs <a href="http://www.tvjobs.com">www.tvjobs.com</a>	N	2
26	Indeed <a href="http://www.indeed.com">www.indeed.com</a>	N	1
27	LinkedIn <a href="http://www.linkedin.com">www.linkedin.com</a>	N	2
28	Referrals – employee, client, vendor, etc.	N	10
29	Internal Employees	N	11
30	Careerbuilder <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	N	
31	Talent Agency	N	
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>30</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Internship Program	All 2020 - 2021 programs were suspended due to COVID19.
<b>2</b>	Scholarship Program	<p>WBRC partners with America's First Federal Credit Union for the Rising Star Scholarship Program. The program is open to any High School senior within the DMA with a 3.0 or higher GPA. Counselors nominate the students, and 30 weekly winners are selected by WBRC. The weekly winners are spotlighted during the 5pm newscast each Thursday. The winners are then interviewed by America's First Credit Union and five winners are awarded a \$5,000 scholarship for college.</p> <p>WBRC is responsible for the following: distribution of information to local high schools, collection of nominations, and selection of the weekly winners.</p>
<b>3</b>	Career Fair	On March 26, 2021, the EEO Coordinator attended a virtual career fair at University of Alabama. The fair was through the Career Center and was open to all students. During the event, attendees were given information on WBRC job and internship opportunities. Approximately 10 attendees spoke with the EEO Coordinator.
<b>4</b>	Career Fair	April 5-9, 2021, the EEO Coordinator attended a virtual career fair presented by the Alabama Broadcaster Association. During the event, attendees were given information on WBRC job. Approximately 16 attendees spoke with the EEO Coordinator.
<b>5</b>	Broadcasting of Outreach Promo	WBRC airs the below promo recruiting organization who would like to receive our job openings.

		<p>WBRC-TV, a Gray Television station, is committed to a broad applicant recruiting outreach program in our continuing efforts to represent our diverse community. If your organization is interested in becoming part of our recruitment list, and you distribute job information or can provide referrals as part of your regular activity, we would like to hear from you. We will notify you of each full-time opening and ask you to refer individuals to us for consideration. Send your request to the address below. Mail to: WBRC HR, PO Box 6, Birmingham, AL 35201</p>
6	EEO Training	<p>On March 24, 2021, the EEO Coordinator attended a web-based training on EEO matters. The training was provided by the Alabama Broadcasters Association and presented by David Oxenford of Wilkinson Barker Knauer. The course was titled: “Staying on Top of Your Broadcast FCC EEO Obligations”. Following the call, the EEO Coordinator shared the information with appropriate station management.</p>
7	College Visit	<p>On November 3, 2021, the General Sales Manager, Research Director, and an Account Executive went to speak at Samford University. The group was part of First Friday Mentors and consisted of approximately 40 college students. WBRC employees spoke with the group about the possibilities in advertising and what is needed to get a job in broadcast advertising.</p>